

Local News - WNAX AM/FM locally produce over thirty newscasts daily. Approximately 175 weekly newscasts highlight the events from our region. Currently we have one full time and one part time newscaster with plans to add another full time in 2005. In addition to our broadcasts, we also put our news scripts on our website. In addition to our local news, we air over 200 agricultural reports weekly. These include livestock and grain prices but more importantly interviews with area producers and marketers. An extensive schedule of harvest reports for Iowa, Minnesota, Nebraska and South Dakota air during October and November further involving our rural listener. Our farm news is also highlighted on our website. Between the local news and the farm news we involve both the urban and rural part of our audience.

Public Affairs & PSA's - Currently we air a fifteen minute program on both Saturday and Sunday mornings interviewing people who make a difference in our area. These programs feature leaders of charity events, free medical events, social program directors and various free church aid programs. Plans for 2005 are to feature a three-minute version of this program once or twice daily. In addition we will roll out a regional call-in talk show which will air daily from 4P-5:30P and an Agricultural call-in show which will air daily from 1:30P-2P daily. PSA's air a minimum of six times daily highlighting everything from school fundraisers to the annual United Way Campaign.

Other programming - Currently we carry South Dakota State sports programming for Football, Basketball and Baseball. Plans for 2005 include the addition of a regional call-in sports program Monday and Thursday evenings from 6 to 7. We also have plans for a Friday night high school sports call-in report from 10 to 11. Saturday mornings will be a week in review program highlighting our news, farm and sports efforts of the week. This will air from 6A-8A.

Community Input - Our staff members belong to seven different service organizations or clubs and receive input regularly during the weekly meetings. In addition, we meet with Mayors, Chamber directors, Economic development directors and school leaders from the area on a quarterly basis to receive their input. This gives us feedback on issues they feel need attention.

Emergency Programming - In addition to airing the EAS and Amber alerts as necessary, we mobilize our severe weather team whenever weather hits within a 100 mile radius. Spotters and studio staff keep the listener informed even during the syndicated programs. Live news reports are done from our news vehicle whenever there are traffic or construction concerns in our area.

Political Programming - Once each quarter the South Dakota Governor addresses the state for an hour which is carried live. During a three day farm event this year, we organized and hosted an hour debate between the Senate candidates and an hour debate of the House candidates. In addition to over four hundred people cramming the tent, we also broadcast both live. Election coverage will air beginning at 8PM for races in Nebraska, Iowa and South Dakota. Six people will give studio coverage along with three correspondents at various locations.

Community Activities - This past year we have given air time to an event to raise money for the arts in Sioux City (\$5000), the United Way (\$7000), Friends of the Library (\$1000), State Lymphoma/Leukemia fundraiser (\$10,000), Indian Village (\$3500), local March of Dimes (\$2000), River Cleanup (\$1500) and various others with amounts under \$1000.

Plans for 2005 are to become more aggressive in this area with the addition of a full time news person, a part time community affairs person, a full time Operation Manager and talk show host.

